



CITY OF MILWAUKEE PROJECT FACT SHEET



PUBLIC BIKE SHARE – PHASE 1 EXPANSION

CMAQ Project ID 2190-00-01/71/73

PROPOSED IMPROVEMENT: To purchase and install approximately 30 public bike sharing stations in Downtown Milwaukee and near Downtown neighborhoods, including any needed concrete pads and electrical connections to power each station.

There are currently 11 bike sharing stations operating in and near Downtown Milwaukee (<https://bublrbikes.bcycle.com/station-locations>). An additional six (6) bike sharing stations are planned for installation at University of Wisconsin-Milwaukee sites in late summer 2015. These six stations are funded by student segregated fees approved by the UWM Student Senate.

PARTNERSHIP: The City of Milwaukee developed a public-private partnership with a local non-profit organization, Bublr Bikes (www.BublrBikes.com), to develop and operate a public bike sharing system in the City of Milwaukee. There are numerous private businesses and several foundations that have also provided support for system operations and community engagement. Additionally, the Village of Shorewood and the cities of Wauwatosa and West Allis all will soon join the Bublr Bikes bike share system.

PROJECT FUNDING: The City of Milwaukee received a transportation grant from the federal Congestion Mitigation/Air Quality (CMAQ) program in 2014 to significantly expand the Bublr Bikes system in Downtown Milwaukee and near Downtown neighborhoods. The federal CMAQ program provides funding to surface transportation projects and related efforts that reduce congestion and provide transportation options that result in improved air quality.

This CMAQ grant for Phase 1 is providing \$1,280,000 (80%) of the total \$1.6 million total project cost. In December 2013, the Milwaukee Common Council approved \$320,000 (20%) for the required local grant match share.

In addition to the federal CMAQ funding, the not-for-profit bike share partner, Bublr Bikes, has been raising and continues to raise private funds to support system operations and install additional stations.

PLANNING AND DESIGN: The City of Milwaukee's Department of Public Works (DPW) staff, with support from the GIS (mapping) and the Department of City Development staffs, is completing the system planning and design in-house. City staff has worked closely with the staff and board of Bublr Bikes, project area stakeholders, business improvement districts, and also utilized input from the public about where they would like to see bike sharing stations installed.

BIKE SHARE EQUIPMENT: After a competitive qualifications-based procurement process, the City selected B-Cycle, LLC to provide the bike share station equipment and bicycles, system management software, and station installation services. B-Cycle is a subsidiary of Trek Bicycles, a Wisconsin-based company.

PROPOSED SCHEDULE: The City is proposing to install 10 of these 30 new stations in late summer 2015. The remaining stations are proposed for installation on a rolling basis in Spring and Summer 2016..